Sports Section

Stadium and Program Advertising

P. O. BOX 639

TURNERSVILLE, NEW JERSEY 08012

(609) 589-9090

March 30,1983

Vincent J.Weiner
Manager-Special Promotions
Philip Morris USA
120 Park Avenue
New York,N.Y. 10017

Dear Vinnie,

I feel it necessary to give you more information on Ak Sar Ben before I get back to them regarding their request for a rate increase.

In 1980,the rate was $10,500. When they agreed to enter into a five year contract,we increased the rate to $12,000 per year. The track is now going to race twenty more days per year,and increase their attendance by 31%. The request to raise the rate from $12,000 to $15,500 would amount to a 29% increase.

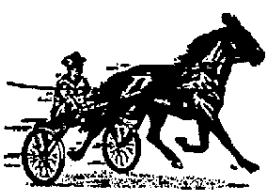
I agree that all tracks were given a nice increase if they signed up for five years,and that they should keep their end of the bargain. A few extra days should by no means warrant an increase. However,I do feel that twenty days,or a 30% attendance increase is worth further consideration as to their request for a rate adjustment.

Ak Sar-Ben,in my opinion,deserves an increase. I am inclined to give them one,if only to keep them happy. If you want to increase your rate, I will accept it. If not,I will accept your decision completely. I won't let it create any problems between us.

Very sincerely,

Richard A.Dougherty

2040874003



Source: https://www.industrydocuments.ucsf.edu/docs/kqwm0004